



# HDMI® Trademark and Logo Requirements & Royalty Discounts Guidance

HDMI Licensing Administrator, Inc.  
May 2022

# May 2018 vs May 2022 ATLUG



## Enhancements and Updates from 2018 vs 2022 ATLUG's

- New HDMI Adopted Trademarks
  - Renamed HDMI Logo to HDMI Stylized Logo
  - New HDMI Port Design Logo
  - New Trade Dress or 3D Trademark
- Further discount clarification for the HDMI<sup>®</sup> wordmark & for the New Port Design Logo:
  - Section 1.1.1 from “HDMI Logo” to “HDMI Stylized Logo”, you shall receive a discounted royalty rate, if you reasonable incorporate the HDMI Stylized Logo on.....
  - The HDMI<sup>®</sup> wordmark and the HDMI Port Design Logo **do not qualify for royalty discount**
- New Section for Mobile/PC and Software Applications
  - Prohibited use of naming software applications with HDMI<sup>®</sup> trademarks

The background features a dark blue grid of squares, each containing a white icon representing various business and legal concepts such as a handshake, a house, a lightbulb, a bar chart, a stack of coins, a target, and a gear. The word 'TRADEMARK' is written in large, bold, white capital letters across the center of the grid.

Adopted Trademark and Logo Usage Guidelines  
("ATLUGs") Requirements

# The HDMI Adopted Trademarks – HDMI Logos



The “HDMI Logos” now consists of the “HDMI Stylized Logo” **AND** the “HDMI Port Design Logo”

## HDMI Stylized Logo



HDMI Stylized Logo is a single visual unit that collectively includes the stylized "HDMI" design, the stylized underlying text (“High-Definition Multimedia Interface”), and the appropriate trademark notation (® or ™).

## HDMI Port Design Logo



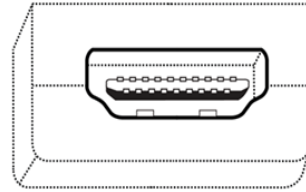
HDMI Port Design Logo is a single visual unit as depicted above including the appropriate trademark notation (® or ™).

Adopter shall not use the Adopted Trademarks except to refer to the HDMI® Specification, and Licensed Products, and shall at all times comply with the Trademark and Logo Usage Guidelines then in effect. (Section 5 of Adopter Agreement)

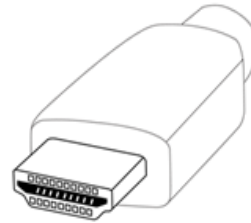
# The HDMI Adopted Trademarks – Trade Dress



## HDMI Trade Dress



The HDMI  
Receptacle



The HDMI Plug

The HDMI Trade Dress is the assemblage of elements constituting the distinctive product shape and design of both the HDMI Receptacle and the HDMI Plug, serving to distinguish them in a manner that indicates they originate from and, are authorized by the Agent.

Any use of the HDMI Plug, or Receptacle on your Licensed Product is use of the HDMI Trade Dress.

Use of the HDMI Trade Dress for, or in relation to, unlicensed, non-compliant products is strictly prohibited.

# General Usage Requirement



## HDMI Wordmark and HDMI Port Design Logo (Section 1.1)

- The use of the HDMI wordmarks and HDMI Port Design Logo does not qualify for the royalty discount

## Required Use of Registered Trademark Notation ® or ™ (Section 1.1.2 ATLUG)

- Refer to Exhibit 2 for specific countries and areas list for ® use
- Use ™ if distributed in multiple countries

## Clear Space/Safe Zone (Section 1.1.3 ATLUG)

- HDMI Logos shall be alone and apart from other text or graphics
- Minimum standalone space of ½ the height of “I” in the HDMI Stylized Logo and ½ height of the HDMI Port Design Logo
- On Licensed Products may be reduced to ¼ height for both logos

## Equal Size and Placement with other 3<sup>rd</sup> party Logos or marks (Section 1.2 ATLUG)

- Appearing on the product, promotional packaging, and any related promotional materials.

# Use Proper HDMI Trademark Notice



- **Section 1.3.1: Use Proper Trademark Notice**

- You shall include the following on at least one promotional material and related documentation, including (but not limited to) packaging, brochures, manuals, advertising, websites, and product fliers:

“The Adopted Trademarks HDMI, HDMI High-Definition Multimedia Interface, HDMI trade dress and the HDMI Logos are trademarks or registered trademarks of HDMI Licensing Administrator, Inc. in the United States and other countries.” OR “The terms HDMI, HDMI High-Definition Multimedia Interface, HDMI trade dress and the HDMI Logos are trademarks or registered trademarks of HDMI Licensing Administrator, Inc.”

- This sentence may be translated into local languages upon approval by HDMI Licensing Administrator, Inc.

Include the Trademark Notice if any Adopted Trademarks are used in product listings or advertisements on 3<sup>rd</sup> party marketplaces like Amazon, eBay, NewEgg, Rakuten, Alibaba, JD.com etc.

*Reference the document: Trademark Disclaimer Translations available at <https://hdmi.org/docs/trademarks>*

# HDMI Logos Size Requirement & Allowed Exceptions



## Size (Section 1.1.6 ATLUG)

- Minimum 3MM tall or larger
- Allowance to reduce to 1.5MM tall on buttons, switches as well as ports, cables, connectors, and handheld portable devices

## Allowed Exception for Modification (Section 1.1.7 ATLUG)

### Remove Underlying text

- 1. Smaller than 10MM or
- 2. Printed on uncoated corrugated packaging

### Remove Trademark Notation

- 1. Smaller than 5MM **and**
- 2. No extra space around the HDMI Stylized Logos

## HDMI Port Design Logo

- In **no** instance should the trademark notation ® or ™ be omitted from the HDMI Port Design Logo



# Use of HDMI Version Numbers



Since each version of the HDMI specification provides a set of potential capabilities and not a set of required functionality, you shall only use HDMI version numbers under limited circumstances (Section 2.0 ATLUGs):

- HDMI Cables – **No** Use of Version Numbers (Section 2.1 ATLUG)
- Products Other than HDMI Cables – **Limited** Use of Version Numbers (Section 2.2 ATLUG)
  - You shall reference HDMI Specification version numbers only when clearly associating the version number with a feature or function as defined in that version of the HDMI Specification.
  - You *SHALL NOT* use the version number in product or component descriptions without specifically listing the version functionality
  - Manufacturers shall not use their own brand names to describe such functionality in connection with the HDMI Adopted Trademarks

## Compliant:

- Supports HDMI Ethernet Channel as specified in HDMI 1.4
- Supports Audio Return Channel, Deep Color, x.v.Color, 4K@30, <list other supported options here> (HDMI 1.4b)
- Supports 4K@60Hz as specified in HDMI 2.1

## Non-Compliant:

- HDMI 1.4
- HDMI 2.1
- HDMI 1.4 compliant
- HDMI 2.1 compliant
- Supports HDMI 1.4
- Supports HDMI 2.1
- Supports HDMI 1.4 features
- Supports HDMI 2.1 features
- Compliant to HDMI CTS 1.4

# Recommendation for Labeling HDMI Ports

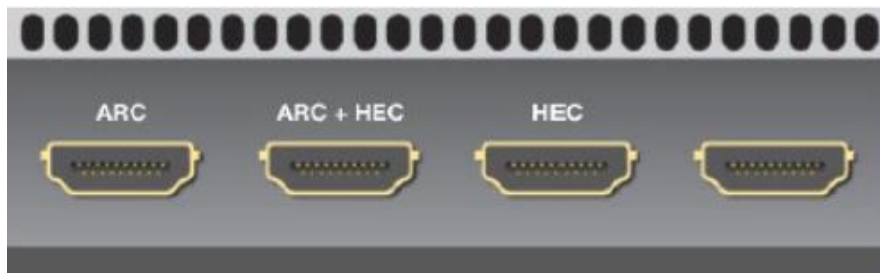


It is strongly recommended that you label ports with the HDMI Logos only and not the wordmark. If you need to label the port with the HDMI wordmarks, it is required you use the ® or ™ trademark notations per the guidelines. (Section 3.0 ATLUGs)



## Recommendations for Labeling Feature-Specific Ports

- Ports that support the Audio Return Channel should be labeled “ARC”
- Ports that support the HDMI Ethernet Channel should be labeled “HEC”
- Ports that support both the Audio Return Channel and the HDMI Ethernet Channel should be labeled “ARC + HEC”



**NOTE:** Reference to, or label of, the HDMI port on a Product, is not deemed to be reasonable use of trademark and logo to qualify for a reduction in the royalty rate.

# Non-Compliant HDMI Port Labeling



HDMI Stylized Logo is not positioned alone and apart from other text  
- HDMI "IN" and HDMI "OUT"



# Non-Compliant Use HDMI Stylized Logo, Use on Bottom of Product



HDMI Stylized Logo used may not be placed on the bottom of the computer/laptop product



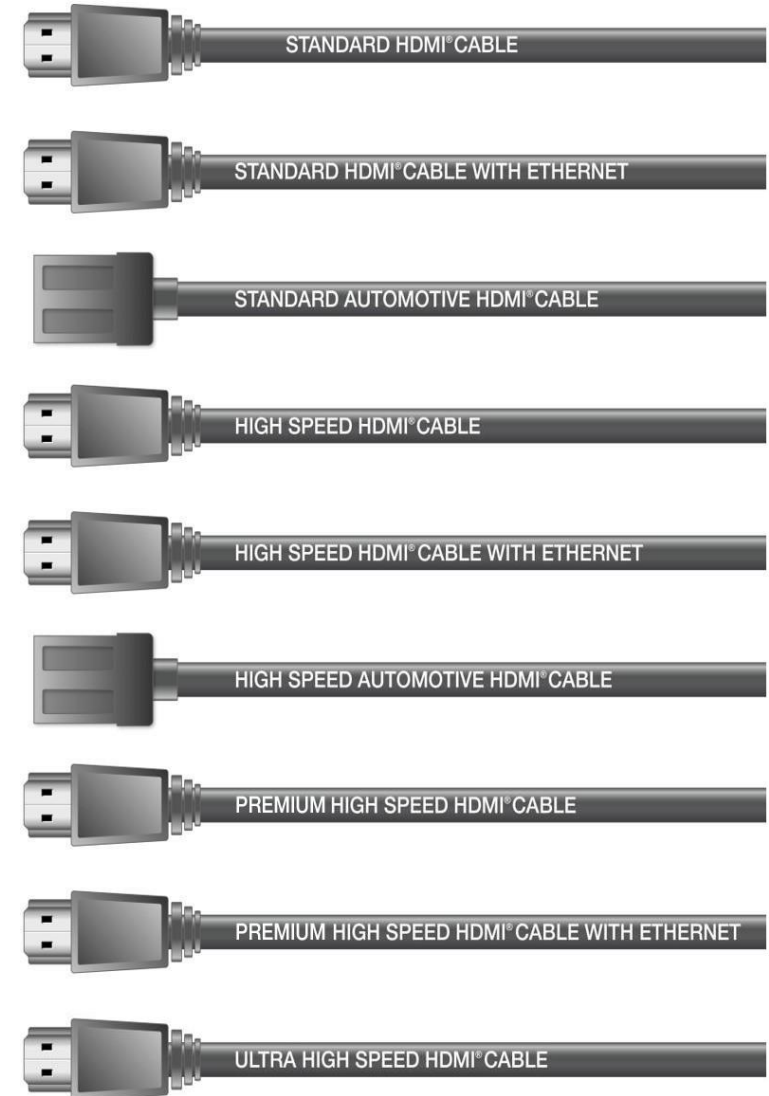
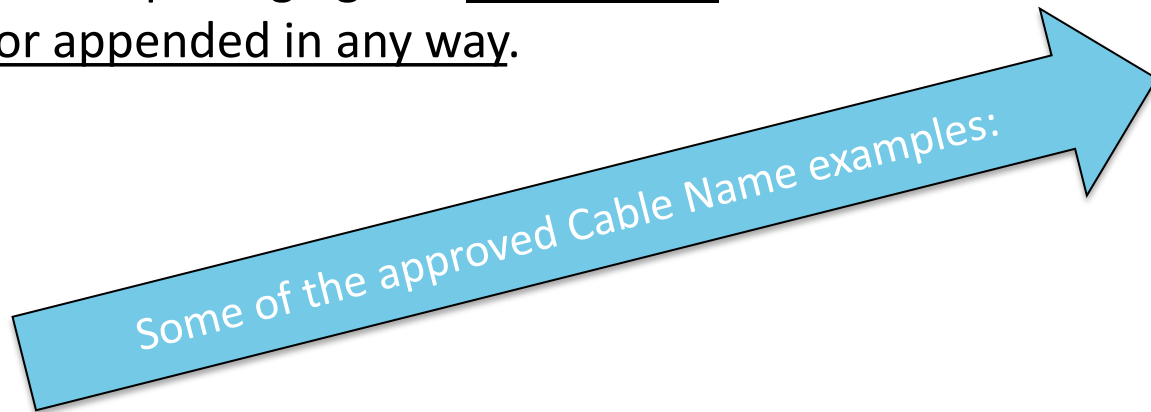


# Cable Labeling and Packaging

# Name and Label Requirements for HDMI Cables



- All cables shall be labeled, both on the cable itself and on the front of cable packaging with the appropriate Cable Names. (Section 5.1 ATLUGs)
- The names for these Cable Names shall be used exactly as specified when labeling HDMI cables and HDMI cable packaging and shall not be modified or appended in any way.





# Physical Labeling of HDMI Cables



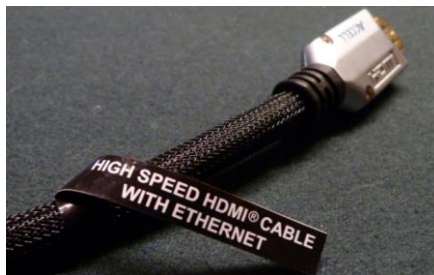
## Printing on HDMI Cable

- Reasonable Interval
- Clearly legible typeface
- High Contrast Color
- English Only, No Translation



If cables thinner than 6mm, or if the cable housing has a non-printable surface, you shall use alternative methods, such as:

### 1. Wrap-around Labels



### 2. Imprint on Connector Over-Molding



# HDMI Cable Packaging

- All packaging for HDMI cables shall clearly indicate the corresponding Cable Name Logo printed on the FRONT
  - The gray, black or white key lines serve as a frame for the Cable Name Logo and shall not be removed.
- **No use of Version Numbers on HDMI Cable Packaging**



Compliant



Non-Compliant



NOTE:  
Use of version numbers on cables is a violation of the ATLUG and can cause products to be flagged on online marketplaces for non-compliance

Both Premium and Ultra High-Speed Cables have specific Certification Label and Cable Name Logo requirements. Please check ATLUG'S for more information.

No Cable Name Logo and SHALL NOT use version numbers with the promotion of HDMI® Cables

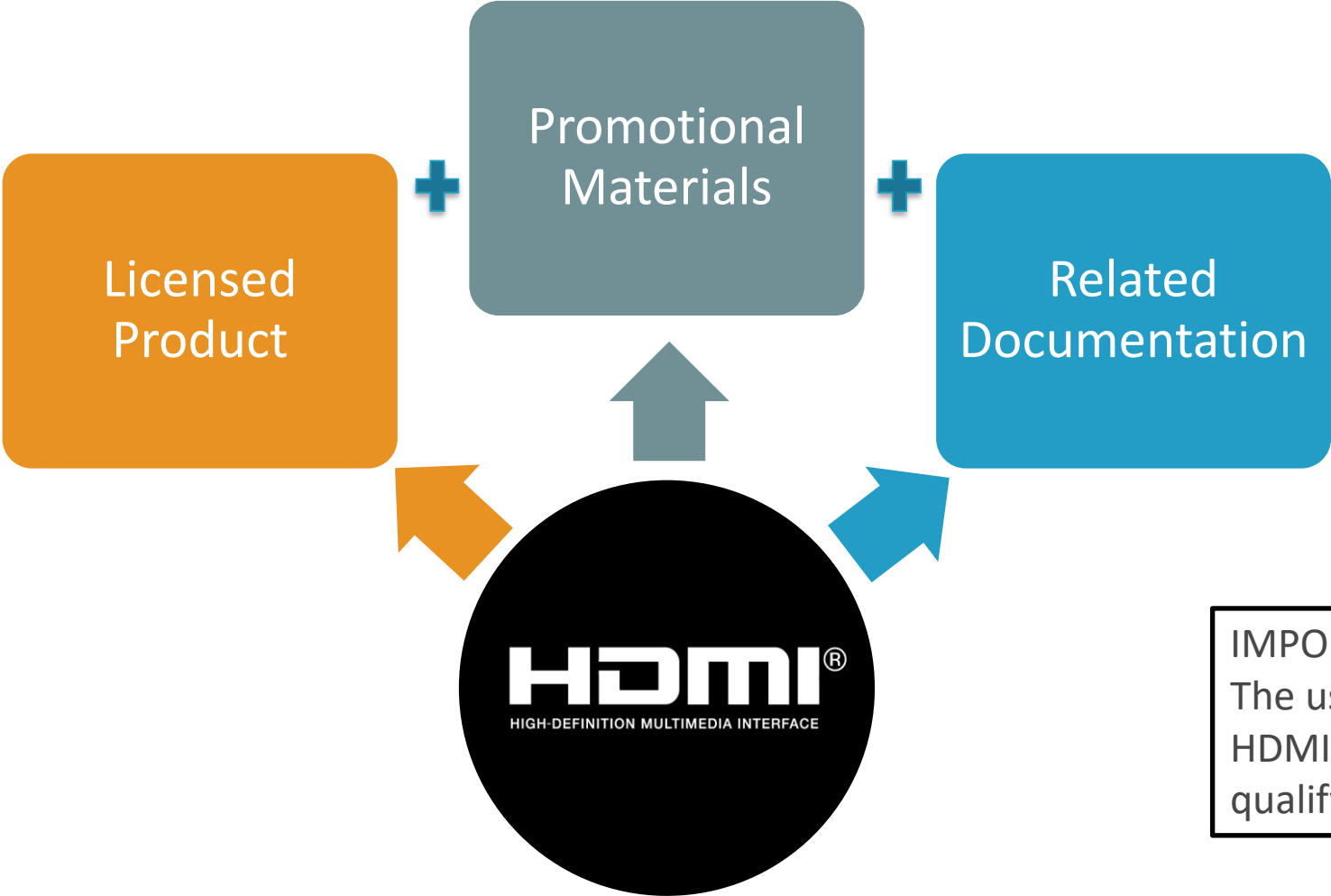




# Qualification for Royalty Discount

QUALIFICATION

# Goal to Discount = Compliance with ATLUGs & Usage of HDMI Stylized Logo



**IMPORTANT:**  
The use of the HDMI wordmarks and HDMI Port Design Logo does not qualify for the royalty discount

# Categories for Royalty Discount Evaluation



*In order to encourage the use of the HDMI Stylized Logo, you shall receive a discounted royalty rate under the Adopter Agreement if you reasonably incorporate the HDMI Stylized Logo on your HDMI Licensed Products, related documentation, and promotional materials. (Section 1.1.1 ATLUGs) **NOTE:** For clarification, the use of the HDMI wordmarks and HDMI Port Design Logo do not qualify for the royalty discount.*

Licensed Products	Promotional Materials	Related Documentation
Source, Sink, Cable, Repeater, Component	Product Packaging	Owner’s Manual
Front, Top, Rear, and/or Side of Product (incl. TV, STB, Computer/Laptop, Monitor etc.) and only on the bottom of handheld or mobile product	Product Spec or Data Sheets	Quick Start Guide
Equal treatment of color and size as well as placement with other 3 <sup>rd</sup> -party marks	Product Catalogues	Quick Reference Guide
Positioned alone and apart from any other text or graphics	Product Literature	Safety Instructions
	Online Media & Websites	
	Advertising	

- All categories are evaluated individually
- Items identified under each category are not interchangeable (i.e. product catalogues are not considered related documentation)
- HDMI LA may independently validate the above usage to validate rates reported to ensure proper implementation



Qualified for Royalty Discount

**QUALIFIED**

**UNQUALIFIED**



# Best Practices TV: Discount Qualified in all 3 Areas



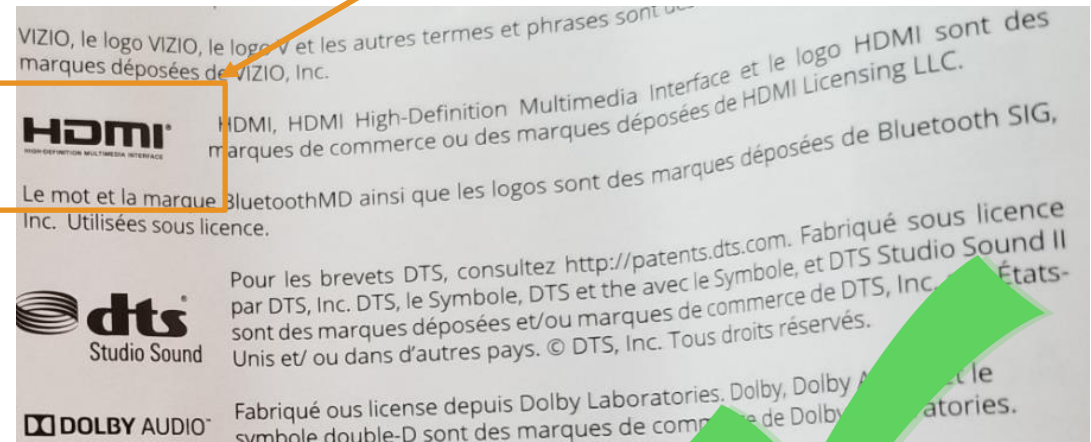
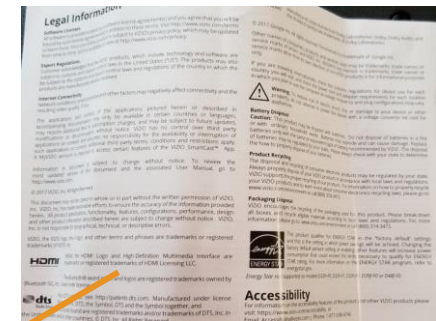
## Licensed Product



## Promotional Material: Packaging



## Related Documentation: User Manual



Use of the HDMI Stylized Logo on Licensed Product,  
Packaging and User Manual



# Best Practices Soundbar: Discount Qualified in all 3 Areas



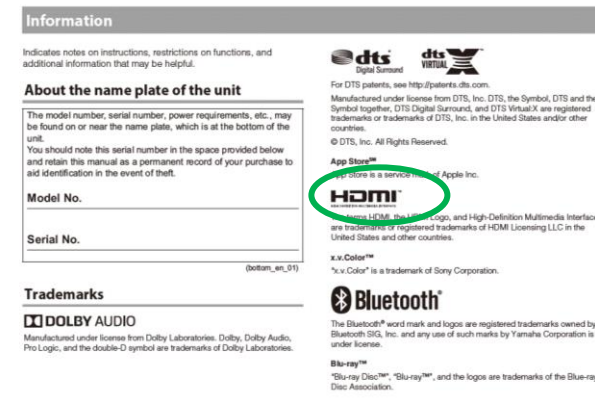
## Licensed Product



## Promotional Material: Packaging



## Related Documentation: User Manual



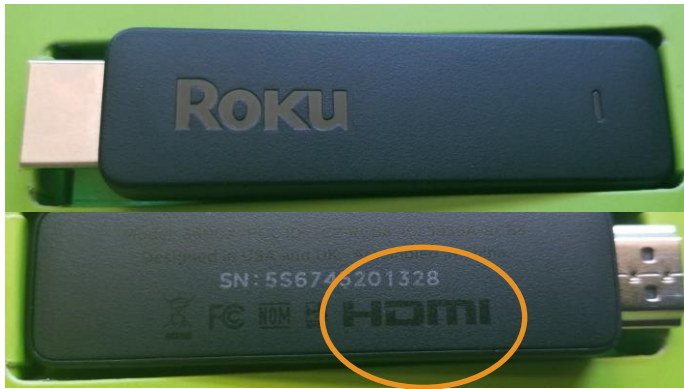
Use of the HDMI Stylized Logo on Licensed Product, Packaging and User Manual<sup>1</sup>



# Best Practices TV Stick: Discount Qualified in all Areas



Licensed Product



Promotional Material:  
Packaging



Related Documentation:  
Quick Start Guide



Use of the HDMI Stylized Logo on Licensed Product, Packaging and Quick Start Guide





# Best Practices Graphic Card: Discount Qualified in all Areas



Licensed Product

Use of the HDMI Stylized Logo on Licensed Product, Website (model specific) and User Manual

← All products

Buy now

## Compliance

The Raspberry Pi 3 Model B+ has undergone extensive compliance testing, and meets the following European standards:

- Electromagnetic Compatibility Directive (EMC) 2014/30/EU
- Restriction of Hazardous Substances (RoHS) Directive 2011/65/EU

View and download [global compliance certificates for Raspberry Pi products](#)

The dual-band wireless LAN comes with modular compliance certification. This allows the board to be designed into end product with significantly reduced wireless LAN compliance testing, improving both cost and time to market.

The Adopted Trademarks HDMI, HDMI High-Definition Multimedia Interface, and the HDMI Logo are trademarks or registered trademarks of HDMI Licensing Administrator, Inc. in the United States and other countries.



Promotional Material:  
Official website,  
MODEL SPECIFIC,  
promotion

Related Documentation:  
User Guide



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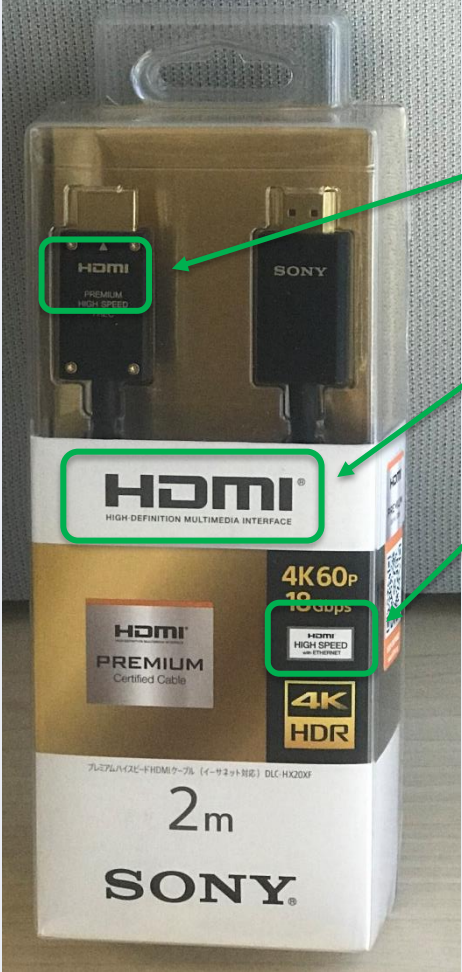

MIPI DSI and MIPI CSI are service marks of MIPI Alliance, Inc.  
Raspberry Pi and the Raspberry Pi logo are trademarks of the Raspberry Pi Foundation  
[www.raspberrypi.org](http://www.raspberrypi.org)





# Best Practices Cable: Discount Qualified in all Areas



<p>Licensed Product</p> 	 <ul style="list-style-type: none"><li>• Used on cable over-mold</li><li>• In a prominent location on cable packaging</li><li>• Proper Cable Name Used</li><li>• Related Documentation requirement waived as cables do not include such documentation</li></ul>
<p>Promotional Materials</p> 	



# Non-Qualified for Royalty Discount

**QUALIFIED**

**UNQUALIFIED**

# Only HDMI Wordmark Used, No HDMI Stylized Logo



Wordmark does not qualify for royalty discount





# Compliant HDMI Port Design Logo Used, Non-Qualified Royalty Discount



Compliant HDMI Port Design Logo used

Port Design Logo does not qualify for a discounted royalty

Missing HDMI Stylized Logo



# References & Resources



- HDMI Adopted Trademark and Logo Usage Guidelines
  - Available on Adopter Extranet, or
  - [https://adopter.hdmi.org/manufacturer/adopter\\_extranet/logo.aspx](https://adopter.hdmi.org/manufacturer/adopter_extranet/logo.aspx)
  - Reference the document: Trademark Disclaimer Translations available at <https://hdmi.org/docs/trademarks>

If you have any questions on use of trademark, please email [trademark@hdmi.org](mailto:trademark@hdmi.org)

- If your goods have been seized by customs or have any questions on custom seizures, please email [customs@hdmi.org](mailto:customs@hdmi.org)
- If you have any questions regarding billing and/or payments, please email [wsun@hdmi.org](mailto:wsun@hdmi.org)
- All other questions, please email [admin@hdmi.org](mailto:admin@hdmi.org)



# Thank You

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